



Green Product Placement in TV Series: An Evaluation on Consumer Attitude and Purchase Intention*

TV Dizilerinde Yeşil Ürün Yerleştirme: Tüketici Tutum ve Satın Alma Niyeti Üzerine Bir Değerlendirme

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Öz

Amaç: Bu çalışmanın temel amacı yeşil ürün yerleştirme stratejisinin tüketici tutumu ve tüketici satın alma niyeti üzerindeki etkisini ölçmektir. Çalışmada ek olarak, yeşil ürün yerleştirmeye yönelik tutumların ve yeşil ürün satın alma niyetinin demografik değişkenlere göre değişkenlik gösterip göstermediği irdelenmiştir. **Gereç ve Yöntem:** Bu çalışma İstanbul, Türkiye’de yapılmış olup, araştırmanın anakütlesini 18 yaş ve üzeri, televizyon dizisi izleyen tüketiciler oluşturmaktadır. Analiz sonuçlarının genellenmesinde, anakütledeki tüm katılımcılara ulaşmak mümkün olamayacağı için, örneklem büyüklüğü 402 katılımcı olacak şekilde belirlenmiştir. Elde edilen veriler, PLS ve SPSS programları ile analiz edilmiştir. Hipotezleri test etmek amacıyla; frekans analizi, geçerlilik analizi, güvenilirlik analizi ve doğrulayıcı faktör analizi yapılmıştır. **Bulgular:** Araştırma sonucunda, gerçeklik ve reklama tepki boyutunun yeşil ürün satın alma niyetine istatistiksel olarak olumlu etki ettiği sonucuna varılmıştır. Ek olarak, yeşil ürün yerleştirmeye karşı tüketici tutum değişkeninin ve yeşil ürün satın alma niyetinin cinsiyete göre farklılaştığı sonucuna ulaşılmıştır. **Sonuç:** Yeşil ürünlere yönelik olumlu tutum geliştirmek ve bu tip ürünlere karşı satın alım eğilimini artırmak amacıyla, uygulayıcıların ürün yerleştirme stratejilerinde; gerçekçiliğe ağırlık vermesi, ticari reklam algısı yaratmaması ve çevre bilincini artırması yerinde olacaktır. Çalışma ile ilgili genelleştirme yapabilmek için ileriki çalışmalarda farklı iletişim kanallarında yapılan yeşil ürün yerleştirmelerini karşılaştırmak faydalı olacaktır.

Abstract

Purpose: The main purpose of this study is to measure the effect of green product placement strategy on consumer attitude and consumer purchase intention. In addition, the study examined whether attitudes towards green product placement and intention to purchase green products vary according to demographic variables. **Material and Method:** This study was conducted in Istanbul, Turkey and the main population of the research consists of consumers who are 18 years old and over and watch television series. The sample size was determined to be 402 participants since it would not be possible to reach all participants in the universe in generalizing the analysis result. The data obtained was analyzed with PLS and SPSS programs. In order to test hypotheses; frequency analysis, validity analysis, reliability analysis and confirmatory factor analysis were performed. **Findings:** As a result of the research, it was concluded that the reality and response to advertising dimensions had a statistically positive effect on the intention to purchase green products. In addition, it was concluded that the consumer attitude variable towards green product placement and the intention to purchase green products differ according to gender. **Result:** In order to develop a positive attitude towards green products and increase the purchasing tendency towards such products, it would be appropriate for practitioners to focus on realism in product placement strategies, avoid creating a perception of commercial advertising, and increase environmental awareness. Generalization of the subject study would be possible in future studies if comparisons of green product placements in different communication channels are taken in consideration



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1. Introduction

Human beings have lived together with various living creatures since their existence. Human beings, one of the most important elements that make up the environment, sometimes continue to dominate the environment and sometimes adapt to it. The changes in people's needs and desires over time, the rapid development of technology and the competition between people have brought about an increase in consumption. As a matter of fact, the results of "Earth Overshoot Day" reveal the terrible truth. Earth Overshoot Day consists of two concepts. These are ecological footprint and biological capacity. Biocapacity is the earth's capacity to reproduce natural resources. Ecological footprint defines the environmental impact and pressure created on nature as a result of production and consumption habits. Ecological footprint is calculated under headings such as carbon, pasture area, built-up area, fishing area, forest, and agricultural land. Comparing these two concepts provides insight into how quickly humans consume natural resources. In a sense, the supply and demand relationship between the world and humanity emerges. The point at which demand exceeds supply corresponds to the overlimit day. This day is calculated by dividing the biocapacity by the ecological footprint and multiplying by 365, which is the number of days in a year. According to the calculations of the Global Footprint Network, the ecological footprint in the world in 2023 increased by 0.2% compared to the previous year, while the biological capacity increased by 0.3% (Earth Overshoot Day, 2023).

In response to the increase in consumption, the nature has often been ignored and exposed to unconscious human behavior at the expense of disrupting its balance. It has lost its importance in the face of endless demands and limited natural resources. However, nature has responded to this trend with the negativities caused by environmental problems. Problems caused by human hands have become a threat to many living species, especially humans. The worst among these problems is global warming, the effects of which are beginning to be felt

today. In the last thirty years, environmentally concerned consumers have tried to find solutions to increasing environmental problems by using their purchasing power. Today, there have been important developments that the number of consumers with this concern has increased (Eti, 2017, p. 96). Consumers' preference for products that do not harm the environment or are less harmful than other products have motivated companies and led them to produce and market environmentally friendly products. As the concept of green consumer spreads and is understood among people, producers and consumers contribute to reducing environmental pollution and preserving the natural balance. As the competition between companies increases with the proliferation of environmentally friendly products and people's demands moving in that direction, new approaches have brought practical and permanent solutions. Businesses are becoming more sensitive when producing green products and adopting environmentally friendly methods in areas such as marketing and logistics (Özcan & Özgül, 2019, p.2). Environmentalism, which has been on the agenda for a long time, has now brought a new competitive environment among businesses. Therefore, green marketing issues are becoming more and more important. In this context, with the increasing environmental awareness of institutions and organizations, green consumption trend has begun to become the main topic of the market. Meeting consumer needs, offering green products, and making advertising and marketing strategies for companies that act with environmental protection awareness are at a very important point in terms of both competition and nature protection.

With the rapid increase in environmental awareness and environmental marketing activities in Türkiye in recent years, businesses have adapted their product development strategies in order to prevent environmental pollution, reduce or even eliminate waste (Kaya & Demitaş, 2023, p. 89). By regulating their products, they have tended to produce

environmentally friendly products, use production methods that will prevent and control waste and pollution, make packaging and designs that consume less resources, and use packaging that will ensure recycling. They try to develop green products to protect the natural environment with all parts of the product.

Today's businesses develop green products by using scarce resources effectively. They do this in accordance with their understanding of social responsibility to protect the environment and they also do it to gain competitive advantage by being preferred by the conscious consumers. They try to develop green products to protect the natural environment in every part of the product, and they use scarce resources efficiently to develop green products (Deniz & Türk, 2018, p. 95).

Green advertising refers to the inclusion of promotional messages that can appeal to consumers' needs and desires regarding the environment (Zinkhan & Carlson, 1995, p. 1). The phenomenon of advertising has gained a new identity with the development of the green movement. This phenomenon with the emergence of new tactics allowed distinguishing consumers from competitive companies and gaining a place in the consumer's mind. One of the most important of these tactics is product placement efforts. There are many brands that strive to gain a place in the mind of the consumer and to ensure that the message they give is the same as the message perceived by the target audience. Many brands that set out for this purpose carry out different types of product placement applications in various media (Aydın & Orta, 2009, p. 7). Based on this, it should be understood that product placement is an important issue in terms of the modern advertising tactics used. Product placement is one of the most important tools used to convey the message to the consumer, who mutes the ad, changes the channel, or directs his/her attention to something else when the ad appears. For this reason, it is an increasingly important marketing communication for advertisers who want to advertise.

Consumers' likelihood of purchasing green products is referred to as green purchasing intention. When the consumer becomes aware of the existence of green features of the product, s/he is called an environmentally responsible consumer. Positive attitude towards green products positively affects green purchasing intention (Aulina & Yuliati, 2017, p. 551). In this study, the effect of attitude towards green product placement on the intention to purchase green products was investigated. In this regard, the study conducted a literature review on green products and product placement, and then the application related to the study was included.

2. Literature Review

In this study, important studies on green products and product placement are discussed in connection with the subject.

2.1. Product Placement

People are accustomed to product placements in their daily lives. Seeing product placement strategies in various media such as cinema, TV series and programs, and social media creates a sense of reality in people today. Product placement strategies are applied to content that people unknowingly include and identify with the real world and their own lives. It can affect people's purchasing behavior and create purchasing intention in people (Kara & Yapraklı, 2020, p. 3274; Atav, 2021, p. 51).

Product placement is an application planned and carried out to raise awareness of the audience about the brand and product (Pechmann & Shih, 1999, p. 4). Product placement is a commercial action that occurs by using a certain brand name or product in media such as movies and television programs within the scope of promotion (D'astous & Chartier, 2000, p. 33).

Historically, the first examples of media used in product placement are paintings. Afterwards, respectively; cinema, television programs, TV series, novels, stories, computer/video games, video clips, cartoons, animations, sports competitions, theater, and opera work (Cüre, 2020, p. 45). In addition to traditional product

placements, there are three types of new product placement strategies used today. The first of these is futuristic product placement. Futuristic product placement can be defined as the integration of the product or brand into the future (Gürel & Alem, 2006, p. 22). The second of these is fictional product placement. Fictional product placement is the inclusion of imaginary brands into communication environments through fictionalization (Gürel & Alem, 2006, p. 22). The third of the new types of product placement is reverse product placement. The

practice of reverse product placement is the launch of a fictitious brand in the real world (Wasserman, 2007, p. 5).

The topics that research on product placement focuses on are; attitude, recall and recognition rates, comparison according to product types and purchasing decisions (Akkan, 2015, p. 38). Some of the important studies on product placement, which are the subject of this research, can be summarized as follows;

Table 1.
Studies Conducted on Product Placement

Author/Year	Sample	Method	Results
Sariyer (2005)	364 adults	Questionnaire	It has been revealed that orientations and attitudes towards product placement strategies vary according to demographic characteristics.
Hackley & Szmıgn (2005)	50 adults	In-Depth Interview	It has been determined that there is no relationship between product placement practices and purchasing behavior.
Schmoll et al. (2006)	264 adults	Questionnaire	It has been revealed that there is a connection between media usage and general attitudes towards product placement.
Jin & Villegas (2007)	185 students	Experiment	It has been analyzed that the use of humor in movie scenes reflects positively on attitudes towards product placement.
Der Waldt et al. (2007)	220 students	Questionnaire	It has been revealed that there is an effect between product placement and reality in movies. Additionally, it has been determined that product placements have a positive impact on brand awareness.
Argan et al. (2007)	277 movie viewers	Questionnaire	It has been concluded that there is a positive relationship between the liking of the movie and the recall rate of the brand where product placement is applied.
Homer (2009)	108 students	Experiment	It has been revealed that product placements have a negative impact on the brand when it comes to well-known brands.
Guido et al. (2010)	604 students	Questionnaire	It has been revealed that attitudes towards product placement vary according to age, gender, cultural differences, frequency of watching the movie and personality characteristics.
Akkan (2015)	271 students	Questionnaire	It has been determined that university students have a negative attitude towards objectionable product placements.
Nakıbođlu & Serin (2016)	417 students	In-Depth Interview	Product placement practices for clothing, shoes and fashion products have been found acceptable. It has been found that there is a positive relationship between general attitudes towards product placement and brand awareness. It has also been analyzed that general attitudes towards product placement do not differ according to demographic characteristics.
Alagöz & Güler (2018)	350 students	Questionnaire	It has been determined that there is a positive relationship between product placement application and purchase intention.
Yıldırım (2018)	251 program viewers	Online Survey	It has been determined that there is a positive relationship between product placement practices and the audience's recall of the brands subject to product placement.
Dünder & Çoban (2020)	705 adults	Questionnaire	It was concluded that the attitude, reality, and control dimension of product placement have an impact on purchase intention. However, no significant effect of product placement perception on brand image was found.

As a result of the studies on the subject, the main advantages of product placement are; to

increase brand awareness, to strengthen the sense of reality, to increase consumer awareness

of the product, to increase consumer curiosity about the product, to reach larger audiences than other types of advertising, to provide cost advantage to companies, to increase sales return, to control consumers' experiences, to reach harder-to-reach markets, to overcome the consumer's zapping barrier and to increase brand recall and brand image (Gerçek, 2013, p. 71; Akkan, 2015, p. 42).

On the other hand, as a result of the studies on the subject, the main disadvantages of product placement are; the possibility of incorrectly and misleadingly identifying the brands on which product placement is made, the small size of the fonts and images having a negative impact on the recall of the product, the possibility that product placement given over a long period of time may annoy the consumer, the lack of effectiveness if the products are placed inconspicuously, inability to make long-term plans and not being able to make a purchase (Gerçek, 2013, p. 66).

When the studies on product placement practices in TV series are examined, it has been observed that among TV programs, product placement is mostly applied in TV series. Additionally, it has been examined that the area where product placement is most effective is TV series. Finally, product placement applications in TV series provide to brand awareness, brand attention, brand knowledge, brand awareness and brand preference (Akgül, 2013, p. 597).

2.2. Green Product

With the increase in industrialization, the natural environment has been seriously damaged and this has become a global problem. International institutions and organizations have begun to seek solutions to prevent damage to the environment. With green marketing, businesses have realized that they cannot get an effective share in the market without addressing environmental problems. For this reason, businesses have to generate strategies that can prevent environmental problems while carrying out their production (Atay & Dilek, 2013, p. 206). A product which the production, use or waste does not pollute the environment, does not have

a negative impact on the environment and can be recycled is called a green product (Shamdasani et al., 1993, p. 488). A green product, whether a tangible or intangible product, is a product that minimizes its direct or indirect environmental impact throughout its entire life cycle (Ottman et al., 2006, p. 24).

The green product is presented with the 4S formula (Uydacı, 2011, p. 21):

- Satisfaction: Meeting consumer demands and needs.
- Sustainability: Using energy and natural resources with the awareness that they will be exhausted.
- Social Acceptability: Convincing the public that the products offered by businesses are truly environmentally friendly.
- Safety: Products do not pose a threat to human health and nature.

The green product must have certain characteristics (Moisander, 2007, p. 406):

- It should not pose a danger to human and animal health,
- The product should not harm the environment during the process from production to recycling,
- It should not consume too much energy and resources from production to recycling,
- It should not create waste and
- It should not contain substances that harm the environment.

The literature indicates that environmental development will provide the following external benefits to businesses: increase in sales, improved customer feedback, closeness to customer, competitiveness, increasing profitability and improving the company image (Pujari et al., 2003, p. 658). With green marketing, it also reduces costs for businesses and improves their sales. As a result, with green production, the business creates less waste and increases efficiency in resource use. This enables businesses to increase their image and move their business forward (Yücel & Ekmekçiler, 2008, p. 332). Green purchasing behavior refers to the purchase of products or services that cause

minimal or no harm to the environment from the production process to after use (Troudi & Bouyoucef, 2020, p. 5). Some of the research

conducted on the green product, which is the subject of the research, is listed below;

Table 2.
Studies Conducted on Green Product

Author/Year	Sample	Method	Results
Tilikidou & Delistavrou (2001)	424 households	Questionnaire	It was determined that middle - aged and well - educated workers were engaged in recycling activities.
Çabuk & Nakıboğlu (2003)	392 adults	Questionnaire	It has been revealed that there is a significant relationship between consumers' level of sensitivity and awareness towards the environment and the level of purchasing green products.
Diamantopoulos et al. (2003)	1697 adults	Questionnaire	According to the study; women, married, young and educated people are more interested in green products.
Gilg et al. (2005)	1600 households	Questionnaire	It has been determined that the Second World War generation engages more than the other generation in green consumption
Fraj & Martinez (2007)	573 adults	Questionnaire	It has been concluded that people with high levels of environmental impact positively influence environmental attitudes and environmental behavior.
Lee (2008)	496 young people	Questionnaire	It was concluded that social impact, environmental concern, self-image concern in environmental protection and environmental responsibility affect young consumers' purchasing behavior of green products.
Çabuk et al. (2008)	600 adults	Questionnaire	They found that women, married, young and higher educated people are more likely to use environmentally friendly products.
Ulusu & Köksal (2012)	420 adults	Questionnaire	The factors determining the attitude towards green advertising were determined as general attitude towards the advertisement, advertisement perception, advertisement reliability and trust towards the advertiser.
Kükrer (2012)	362 adults	Questionnaire	It has been concluded that consumers who feel high responsibility towards the environment have more positive attitudes towards green advertisements than consumers who feel low responsibility towards the environment. It has also been determined that women feel more environmentally responsible than men and have higher attitudes towards green advertisements. It has been revealed that as education level and income level increases, attitudes towards environmental responsibility and green advertisements increase positively. It was concluded that married consumers feel more responsibility towards the environment than single consumers, but there is no significant relationship between marital status and attitudes towards green advertisements.
Duru & Şua (2013)	370 students	Questionnaire	It has been determined that there is a direct proportion between knowledge and culture levels and sensitivity to environmentally friendly products. It has been determined that children from families with high economic welfare are more sensitive to environmentally friendly products than children with low welfare levels. It has been also found that there was a directly proportional relationship between the level of education and the use of environmentally friendly products, and that men were more environmentally conscious than women.
Sabır et al. (2014)	150 students	Questionnaire	It has been concluded that the variables of attitude towards advertisements, information about the characteristics of green products in advertisements and the perceived effectiveness of environmental behavior have a strong effect on the intention to purchase green products. In addition, it was concluded that university students have a positive attitude towards green advertisements and, in parallel with their attitude towards green advertisements, they prefer to purchase green products.

Table 2. (continued)

Armağan & Karatürk (2014)	400 adults	Questionnaire	It has been observed that female consumers are more sensitive to the environment and environmental problems than men. It has been seen that as consumers' income levels and their awareness and cultural levels increase, they become more environmentally sensitive and this attitude is reflected in their purchasing behavior. It has been determined that written and visual media should be used to raise awareness.
Gedik et al. (2014)	337 students	Questionnaire	As a result of the study, it has been determined that 89.6% of the students consumed environmentally friendly products.
Chekima et al. (2015)	337 adults	Questionnaire	It has been concluded that the situation towards the environment (environmental attitude), eco label and long-term cultural values positively affect to purchase environmentally friend products, and green advertisements have a positive mediating role in these relationships.
Koçer & Delice (2016)	360 adults	Questionnaire	It has been concluded that there is a positive impact environmental awareness on attitudes towards green advertisements.
Alkaya et al. (2016)	375 students	Questionnaire	While sensitivity to nature drives people to buy environmentally friendly products, this effect is not seen in people's attitudes. For this reason, it has been determined that people should be educated using audio and visual media in order to change their individual attitudes.
Ahamat et al. (2018)	200 adults	Questionnaire	It has been concluded that green advertisements, environmental awareness, price sensitivity and belief in green products positively affect consumers' green product purchasing behavior.
Dinç (2018)	106 adults	Questionnaire	The factors that participants pay attention to while shopping is quality (38.7%), function (33%), price (33%), environmental impact (35.8%) and brand (45.3%). Additionally, while 78.3% of the participants believed that green products contributed to the protection of the environment, 18.9% were undecided and 1.9% did not believe they had any effect.
Aydoğan & Dinar (2019)	393 adults	Questionnaire	There is a relationship between green advertisements, environmental awareness and environmentally friend product purchasing behavior. However, green advertisements are more effective in purchasing green products than environmental awareness. Only gender (more women than men) had an effect on the purpose of purchasing green products.
Uzundal (2019)	406 adults	Questionnaire	Looking at the participants' evaluations regarding purchasing intention, it was revealed that consumers mostly try to minimize environmental pollution and consider buying environmentally friendly products because they think they are beneficial to the environment.
Karaman (2021)	579 adults	Questionnaire	It has been determined that intergenerational differences cause differences in green product purchasing behavior. According to the results obtained, it has been determined that the level of green marketing knowledge has an impact on the environmentally friend product purchasing behavior of Generations X and Z, while it has no effect on Generation Y.

When table 2 is examined, it can be described as the factors affecting the attitude towards green products and purchasing behavior are, demographic characteristics, green marketing knowledge level, green product awareness level, green advertisements, product price, cultural level, and environmental awareness. In this context, it can be stated that demographically,

women, young people, those with high education levels and those with high income levels have more positive attitudes towards green products and purchasing behavior. Similarly, it can be stated that as the green marketing knowledge level, green product awareness level and environmental awareness level increases, the level of attitudes towards

green products and purchasing behavior also increases.

3. Research Methodology

As stated above in the relevant literature, the positive effect of product placement on purchase intention is clear. This study started with the problem of whether a similar situation could also be valid for green products. In this regard, the aim of this research is to determine whether product placement applied to green products has a positive effect on consumer attitude and to what extent it affects consumers' purchasing intentions. It is thought that it will contribute to the advertising and marketing strategies of businesses that produce or will produce green products. However, it is thought that the study will contribute to the academic field, as there is not enough study in the literature investigating the effects of product placement applications applied to green products on attitude and purchase intention.

Quantitative research method was used as the research method in this study. In this study, the population of the research consists of consumers aged 18 and over who watch television series. Since it would not be possible to reach all participants in the universe in generalizing the analysis results, the sample size was determined to be 402 people. Online survey technique, which is a faster and more effective technique, was used in the survey study. This is a sufficient sample size for social science research (Gürbüz & Şahin 2018, p. 128). The survey form was delivered to the participants via the link created through the "Google Forms" application. The study was conducted between March 2022 and June 2022. The survey form prepared for the research consists of three parts.

In the first section, there are statements about the demographic characteristics of the participants. In the second part, 29 statements were included to measure the participants' attitudes towards green product placement practices. For the statements in question, the "Attitude Scale towards Product Placement" developed by Gupta and Gould was used (Gupta & Gould, 1997, p. 44-45). The attitude scale chosen for analysis consists of four sub-dimensions: ethics, control, reality, and reaction to advertising (Ünal & Özkaya, 2020, p. 59). The expressions in the scale were grouped according to the sub-dimensions they contain, and all expressions were adapted to measure consumer attitudes towards green product placement in TV series, which is the subject of the research. Another scale used for the research and located in the third section is the "Purchase Intention" scale. This scale was developed to measure the effect of product placement on the consumer's purchase intention (Balakrishnan et al., 2012, p. 52). The expressions of the scale, which originally consisted of 6 items, were adapted according to the intention to purchase green products, which is the subject of the research. All of the scales were translated by the reverse translation method. A 5-point Likert Scale was used to evaluate the statements in the survey: (1) Strongly Disagree, (2) Disagree, (3) Undecided, (4) Agree and (5) Strongly Agree.

In the research model, the independent variables are consumer attitude towards green product placement and demographic characteristics. The dependent variable of the model is the intention to purchase green products. The research model created in line with the study purpose and theoretical foundations is as follows;

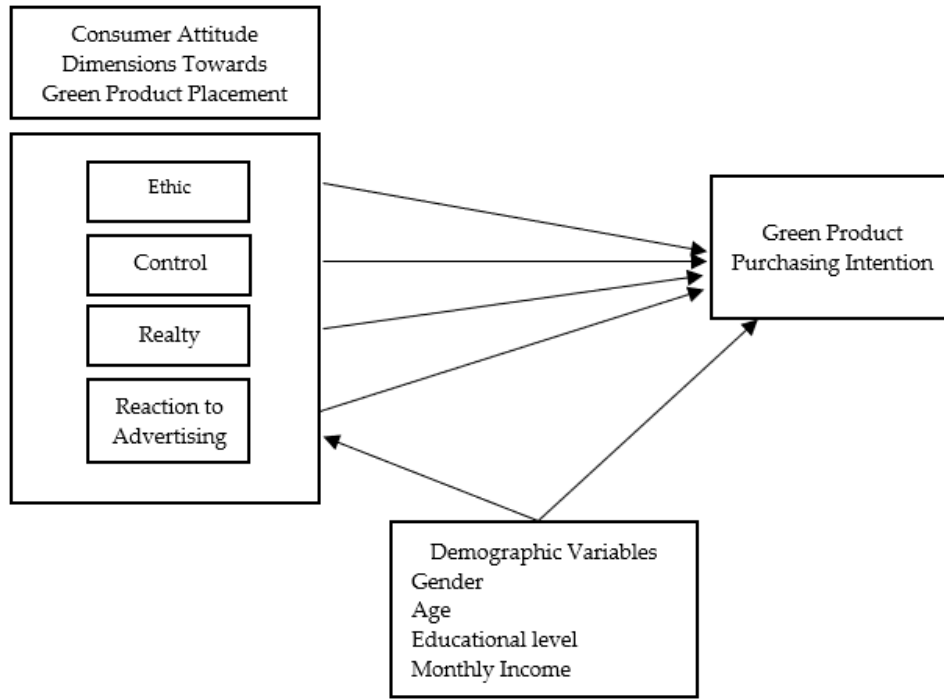


Figure 1. The Research Model

The following hypotheses were created in line with the model in question.

H₁: The "ethic" dimension of the consumer attitude variable towards green product placement is statistically effective on the consumer's intention to purchase green products.

H₂: The "control" dimension of the consumer attitude variable towards green product placement is statistically effective on the consumer's intention to purchase green products.

H₃: The "reality" dimension of the consumer attitude variable towards green product placement is statistically effective on the consumer's intention to purchase green products.

H₄: The "reaction to advertising" dimension of the consumer attitude variable towards green product placement is statistically effective on the consumer's intention to purchase green products.

H₅: Consumer attitude variable towards green product placement differs according to demographic variables.

H_{5a}: Consumer attitude variable towards green product placement differs according to gender.

H_{5b}: Consumer attitude variable towards green product placement differs according to age.

H_{5c}: Consumer attitude variable towards green product placement differs according to education level.

H_{5d}: Consumer attitude variable towards green product placement differs according to monthly income.

H₆: Intention to purchase green products differs according to demographic variables.

H_{6a}: Intention to purchase green products differs according to gender.

H_{6b}: Intention to purchase green products differs according to age.

H_{6c}: Intention to purchase green products differs according to education level.

H_{6d}: Intention to purchase green products differs according to monthly income.

In this research, which was conducted to determine the effect of consumer attitude towards green product placement on the consumer's intention to purchase green products, SPSS and PLS statistical programs were used to analyze the data obtained. Frequency distributions, reliability analyses, validity analyzes and confirmatory factor analyzes of the data were performed.

Table 3.
Demographic Findings

Gender	Frequency	Percentage (%)	Cumulative (%)
Female	220	54.7	54.7
Male	182	45.3	45.3
Total	402	100	100
Age	Frequency	Percentage (%)	Cumulative (%)
18-28	139	34.6	34.6
29-39	169	42.0	76.6
40-50	59	14.7	91.3
51 and above	35	8.7	100
Total	402	100	100
Education Level	Frequency	Percentage (%)	Cumulative (%)
High School or Below	75	18.7	18.7
Associate Degree	66	16.4	35.1
Bachelor's Degree	176	43.8	78.9
Master's Degree	64	15.9	94.8
PhD	21	5.2	100
Total	402	100	100
Monthly Income	Frequency	Percentage (%)	Cumulative (%)
1,000- 2,000 TL	17	4.2	4.2
2,001-4,000 TL	11	2.7	7.0
4,001-6,000 TL	67	16.7	23.6
6,001-8,000 TL	77	19.2	42.8
8,001-10,000 TL	69	17.2	60.0
10,001 TL and above	161	40.0	100
Total	402	100	100

According to the table above, 54.7% of the participants in the survey are female and 45.3% are male. The majority of survey participants are female. It is seen that 34.6% of the participants in the survey are between the ages of 18-28, 42% are between the ages of 29-39, 14.7% are between the ages of 40-50 and 8.7% are between the ages of 51 and over. It is seen that the majority of the survey participants are between the ages of 29-39. According to the table, the education level of the participants in the survey; 18.7% are at high school or below, 16.4% are at associate degree, 43.8% are at bachelor's degree, 15.9% are at master's degree and 5.2% are at PhD degree. According to the frequency distribution, the

4. Findings

4.1. Frequency Distributions

The frequency distributions of the findings regarding the demographic characteristics of the participants such as gender, age, education level and monthly individual income are given below.

majority of the survey participants are bachelor's degree with 43.8%. When the monthly individual incomes of the respondents are examined, it is seen that 4.2% of the respondents have between 1,000-2,000 TL, 2.7% have between 2,001-4,000 TL, 16.7% have between 4,001-6,000 TL, and 19.2% have between 6,001-8,000 TL, 17.2% have a monthly income of 8,001-10,000 TL and 40% have a monthly income of 10,001 TL and above. According to the findings in the table, the majority of the survey participants, with a rate of 40%, consist of participants with a monthly income of 10,001 TL and above.

4.2. Structural Validity: Confirmatory Factor Analysis

Confirmatory factor analysis was used to test the structural validity of the consumer attitude scale and purchase intention scale used within Table 4.

the scope of the research. As a result of the factor analysis, statements coded E1 and GPPI5, which were found to be loaded on other factors, were removed from the analysis. The final factor analysis table is included below.

Factor Analysis Findings of Consumer Attitude Scale towards Green Product Placement

Factors	Questions	Factor Loadings	Eigenvalues Total Variance Explained	Cronbach' s Alpha value
Ethic	If I know that a green product is prominently placed in a TV series, I will not watch that TV series.	0.83	13.125 16.653	0.944
	I would hate to see green products on TV shows if they are being placed for commercial purposes.	0.76		
	It's normal for TV series producers to charge producers money or other compensation for placing green products in the series.	0.84		
	It is unethical to impress audiences by placing green products in TV series.	0.86		
	Businesses mislead viewers by placing their green products as scenery in TV series.	0.71		
	Green products that producers place in TV series should be clearly stated in the series credits.	0.83		
	Too much emphasis should not be placed on a specific number of green products in the TV series.	0.76		
	A particular green product should not be shown too often in TV series.	0.84		
Control	Viewers' subconscious minds are affected by the green products they see in TV series	0.86	3.761 26.407	0.961
	The use of green branded products in TV series should be legally regulated.	0.93		
	Green product placement practices should be completely banned in TV series.	0.91		
	Products that are against green products and harmful to the environment and human health should not be placed in TV series that are not suitable for children under the age of 13 and should be watched under parental supervision.	0.89		
	Products that are against green products and harmful to the environment and human health should only be placed in TV series that are suitable for people over the age of 18.	0.93		
	The placement of anti-green products that are harmful to the environment and human health should be completely banned in TV series.	0.91		
Reality	I think the practice of green product placement is "hidden advertising".	0.89	2.913 33.512	0.941
	I would rather see real green branded products than fake/imaginary green branded products in TV series.	0.92		
	Fake/imaginary green branded products should be used in TV series instead of real green branded products.	0.92		
	The use of green products in TV series makes the relevant TV series more realistic.	0.64		
	I don't mind green products appearing in TV shows.	0.92		
	TV series should only include green products that are necessary for the realism of the series.	0.92		
Reaction to Advertising	It doesn't bother me to see green products in TV series if they are used realistically.	0.91	2.050 40.008	0.837
	I hate watching green product placement practices in TV shows.	0.78		
	I often change channels to avoid the green product placement I see in TV series	0.72		
	When I come across green product placement in a TV series, I stop looking at the screen until a different scene starts.	0.78		
	To avoid green product placements in TV series, I watch series on different (online or paid) platforms.	0.87		
	I often watch TV series.	0.46		
Green Product purchasing intention	Apart from TV series, I often watch movies.	0.41	1.589 44.964	0.802
	I hate watching TV series.	0.87		
	I buy green products that I see in TV series.	0.67		
	Green product placements in TV series make me want to buy the green products I see on the screen.	0.78		
	After it is placed in TV series, I start using the green product that is placed in it.	0.79		
	If the green product I use is featured as product placement in TV series, I will stop purchasing that product	0.53		
I buy green products that I see TV characters using or holding in their hands.	0.79			
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy				.866
Bartlett's Test of Sphericity				Approx. Chi-Square 3710,917
				Df 351
				Sig. ,000

In the research; exploratory and confirmatory factor analyzes were conducted to test the structural validity of the scales. In the exploratory factor analysis; KMO sample adequacy statistics and Bartlett's test of sphericity were examined. Table includes KMO and Bartlett's test of sphericity statistics results. KMO statistic was determined as 0.866. This value shows that the sample size is suitable for factor analysis. Bartlett's test of sphericity statistic, which tests the suitability of the relationships in the expression correlation matrix for factor analysis, was found to be significant (Gürbüz & Şahin 2018, p. 319).

Two scales were used in the study. First one relates to the consumer attitude scale towards green product placement and the second one is the green product purchase intention scale. Consumer attitude scale towards green product placement consists of four dimensions: ethic, control, reality, and reaction to advertising. When table is examined, it is observed that all Cronbach Alpha values are in the range of "0.80 <math>R^2 < 1.00</math>". In this context, it can be stated that the scale is reliable (Başarır, 2020, p.392). According to the table above, Cronbach's Alpha of the green product purchase intention scale coefficient was found to be 0.802. When the table

is examined, it is seen that the scales are divided into 5 factors. These are; ethic, control, reality, reaction to advertising and green product purchasing intention. Factor loading values of the statements in the ethic factor vary between 0.716 and 0.862. Factor loading values of the statements in the control factor vary between 0.895 and 0.938. Factor loading values of the statements in the reality factor vary between 0.641 and 0.929. Factor loading values of the statements in the reaction to advertising factor vary between 0.412 and 0.874. Factor loading values of the statements in the reaction to green product purchasing intention factor vary between 0.533 and 0.792.

4.3. Correlation Analysis

The findings of descriptive statistics and correlation analysis regarding the factors obtained within the scope of the research are presented in the table below. In the study, normal distribution test was not performed before correlation analysis. Since the number of samples was large, the assumption of normality was accepted according to the central limit theorem. It is assumed that the data is normally distributed according to the central limit theorem (since $n > 30$) (Albayrak et al., 2005; Rempala & Wesolowski, 2002).

Table 5.
Correlation Analysis Findings

Factor	Mean	SS	1.	2.	3.	4.
1. Control	3.73	.93	1			
2. Ethic	4.02	.75	.572**	1		
3. Reality	3.48	.97	.596**	.471**	1	
4. Reaction to Advertising	3.90	.63	.468**	.433**	.607**	1
5. Green Product Purchasing Intention	3.77	.76	.149**	.224**	.340**	.385**

According to the findings, there is a moderate positive relationship between the control factor and the dimensions of ethic, reality, and reaction to advertising. It is seen that there is a low-level positive relationship between the control factor and the green product purchasing intention factor. It is observed that there is a moderate relationship between the ethical factor and the reality and reaction to advertising factors. On the other hand, there appears to be a low-level

positive relationship between the impact factor and the intention to purchase green products. It is seen that there is a moderate positive relationship between the reality factor and the reaction to the advertisement and the intention to purchase green products. Finally, there is a moderate positive relationship between the reaction to advertising factor and the intention to purchase green products.

Table 6.
Descriptive Statistics for Factors

Factors	AVE	CompositeReliability	R. Square	Cronbach'sAlpha
Control	0.83	0.96		0.96
Ethic	0.66	0.94		0.93
Reality	0.77	0.95		0.94
Reaction to Advertising	0.52	0.87		0.84
Green Product Purchasing Intention	0.52	0.84	0.60	0.80

According to the results, it is seen that all AVE values of control, ethic, reality, reaction to advertising and green product purchase intention factors are over 0.50, and all CR values are over 0.70. However, all CR values of the 5 factors were greater than the AVE value. In line with this information, it is stated that all 5 factors have convergent validity (Başarı, 2020, p.392).

4.6. Testing of the Research Model and Hypothesis Testing

4.6.1. Findings Regarding Structural Equation Modeling

The findings of the structural equation model used to test the hypotheses are presented in the table below. Since fit indices have relative strengths and weaknesses in evaluating the fit between the theoretical model and real data, it is recommended to use many fit index values to reveal the fit of the model. Q2 in the table below measures whether the model has predictive relevance. If $Q^2 > 0$, it means that the model has predictive relevance (Büyüköztürk et. al., 2004,

p. 212). According to the table below, it can be seen that the model established with a value of $0.19 > 0$ has predictive relevance.

Table 7.
Fit Index for Research Model

Total	SSO	SSE	$Q^2 = 1 - SSE/SSO$
Green Product Purchasing Intention	2010.00	1618.75	0.19

As a result of the application, t statistics were conducted to determine whether the effect of consumer attitude variables towards green product placement on the tendency to purchase green products was significant. The table below contains T statistics for the research model. According to these results, the ethic factor, which is the sub-dimension of the consumer attitude variable towards green product placement, does not affect consumers' intention to purchase green products. According to t test results, H_1 was rejected. On the other hand, H_2 , H_3 and H_4 hypotheses are supported.

Table 8.
Research Model with Relating to T Statistics

Factors	T- Statistics
Ethic → Green Product Purchasing Intention	0.472717
Control → Green Product Purchasing Intention	1.966877*
Reality → Green Product Purchasing Intention	6.735390*
Reaction to Advertising → Green Product Purchasing Intention	2.194294*

* $P < 0.05(1.96)$

Consumer attitudes affecting consumers' tendencies to buy green products were determined through Path Analysis, a multivariate statistical technique. The coefficient that shows the degree of relationship between two or more groups of variables in a linear structure is called either a simple correlation coefficient or a partial correlation coefficient, depending on the situation. However, the

correlation coefficient, which expresses the change of two variables together, can also show the effect of possible variables other than the relevant variables. Being able to analyze the complex causal system that occurs in such cases requires revealing the impact share of possible variables that are thought to affect the variables of interest simultaneously. It is not possible to explain a causal system with correlation

analysis. Path Analysis, an application of the Structural Equation Model, is used to explain and easily interpret the relationships between variables that contain such relationships (Allison, 1998, p. 67).

Table 9.
Path Coefficients Regarding the Research Model

Factors	Green Product Purchasing Intention
Control	-0.229046
Ethic	0.050768
Reality	0.737497
Reaction to Advertising	0.210221

When the findings in the table are examined, it can be stated that the control negatively affects the intention to purchase green products ($\beta = -0.229$, $P < 0.05$). On the other hand, it can be stated that the variables of reality ($\beta = 0.737$, $P < 0.05$) and reaction to advertising ($\beta = 0.210$, $P < 0.05$) positively affect the intention to purchase green products. It can be also stated that reality is the

Table 11.
MANOVA Results for Green Product Purchasing Intention

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^B
Corrected Model	72,012	108	.667	1,202	.116	.307	129,836	1,000
Intercept	964,674	one	964,674	1739,277	.000	.856	1739,277	1,000
Income	4,199	5	.840	1,514	.185	.025	7,571	.529
Gender	2,447	one	2,447	4,412	.037**	.015	4,412	.553
Age	2,715	3	.905	1,632	.182	.016	4,895	.427
Education	4,338	5	.868	1,564	.170	.026	7,821	.544
Income * Gender	.637	5	.127	.230	.949	.004	1,149	.106
Income * Age	12,234	11th	1,112	2,005	.028**	.070	22,057	.902
Income * Education	8,952	15	.597	1,076	.378	.052	16,141	.694
Gender * Age	.380	3	.127	.228	.877	.002	.685	.093
Gender * Education	1,237	4	.309	.557	.694	.008	2,230	.185
Age * Education	4,263	13	.328	.591	.861	.026	7,686	.357
Income * Gender * Age	1,658	4	.414	.747	.561	.010	2,989	.240
Income * Gender * Education	7,474	10	.747	1,347	.205	.044	13,475	.686
Income * Age * Educat.	4,215	10	.421	.760	.667	.025	7,599	.400
Gender * Age * Education	8,340	9	.927	1,671	.096	.049	15,036	.766
Income * Gender * Age * Educ.	.073	one	.073	.132	.717	.000	.132	.065
Error	162,510	293	.555	162,510				
Total	5948,560	402		5948,560				
Corrected Total	234,522	401		234,522				

a. $R^2 = .307$ (Edited $R^2 = .052$) b. $p = .05$

According to the MANOVA test results regarding consumer attitude variables, it was determined that consumer attitude variables towards green product placement did not differ

variable that has the most impact on the intention to purchase green products. Finally, according to the path diagram findings, the explanation rate of the independent variables for the dependent variable is 60%.

4.6.2. Findings Regarding Difference Tests

To test hypotheses about difference; variance, MANOVA and T-test analyzes were performed. Detailed findings regarding demographic variables such as gender, age, education level and monthly income are given below.

Table 10.
Levene's Homogeneity Test Results

F	df1	df2	Sig.
1,230	108	293	.090

According to Levene's homogeneity test results, the homogeneity assumption was met since $p > 0.05$.

according to demographic variables ($p > 0.05$). For this reason, the table was not added to the study. According to these findings, H_5 hypothesis was rejected. However, according to

the t test and variance test results performed to test the sub-hypotheses of the fifth hypothesis, only the H_{5a} hypothesis was supported. In this context, it can be stated that consumer attitude dimensions towards green product placement differ significantly according to gender.

According to the above results; intention to purchase green products differs according to gender, income, and age (p<0.05). According to the findings, H₆ hypothesis was supported.

Table 12.

Green Product Purchasing Intention and Gender T-Test Results

	Gender	N	Mean	SD	T	P.
Dimensions	Female	220	3.86	.767	2.66	0.01
	Male	182	3,659	.749		

Intention to purchase green products differs according to gender (P<0.05). Accordingly, female differ from male according to their intention to purchase green products. Thus, hypothesis H_{6a} was supported.

Analysis of variance was performed to determine whether the differences between consumers' tendency to purchase green products in terms of age levels are statistically significant. Relevant result is listed below.

Table 13.

Green Product Purchasing Intention and Age Variance Analysis Results

	Sum of Squares	SD	Mean Squares	F	Sig.
Between Group	.643	3	.214	.365	.778
Within- Group	233,879	398	.588		
Total	234,522	401			

According to the above findings, no significant differences were found between the intention to purchase green products and the age variable. According to this result, the H_{6b} hypothesis was not supported.

Analysis of variance was performed to determine whether the differences between consumers' tendency to purchase green products in terms of education levels are statistically significant. Relevant result is listed below.

Table 14.

Green Product Purchasing Intention and Education Variance Analysis Results

	Sum of Squares	SD	Mean Squares	F	Sig.
Between Group	4,908	5	.982	1,693	.135
Within- Group	229,613	396	.580		
Total	234,522	401			

According to the above findings, no significant differences were found between the intention to purchase green products and the education variable. According to this result, the H_{6c} hypothesis was not supported.

Analysis of variance was performed to determine whether the differences between consumers' tendency to buy green products in terms of income levels are statistically significant. Relevant result is listed below.

Table 15.

Green Product Purchasing Intention and Income Variance Analysis Results

	Sum of Squares	SD	Mean Squares	F	Sig.
Between Group	2,176	5	.435	.742	.593
Within- Group	232,346	396	.587		
Total	234,522	401			

According to the above findings, no significant differences were found between the intention to purchase green products and the

income variable. According to this result, the H_{6d} hypothesis was not supported.

Table 16.
Hypothesis Testing Results

No	Hypothesis	Result
1	H ₁ : The "ethic" dimension of the consumer attitude variable towards green product placement is statistically effective on the consumer's intention to purchase green products.	Rejected
2	H ₂ : The "control" dimension of the consumer attitude variable towards green product placement is statistically effective on the consumer's intention to purchase green products.	Supported
3	H ₃ : The "reality" dimension of the consumer attitude variable towards green product placement is statistically effective on the consumer's intention to purchase green products.	Supported
4	H ₄ : The "reaction to advertising" dimension of the consumer attitude variable towards green product placement is statistically effective on the consumer's intention to purchase green products.	Supported
5	H ₅ : Consumer attitude variable towards green product placement differs according to demographic variables.	Rejected
	H _{5a} : Consumer attitude variable towards green product placement differs according to gender.	Supported
	H _{5b} : Consumer attitude variable towards green product placement differs according to age.	Rejected
	H _{5c} : Consumer attitude variable towards green product placement differs according to education level.	Rejected
	H _{5d} : Consumer attitude variable towards green product placement differs according to monthly income.	Rejected
6	H ₆ : Intention to purchase green products differs according to demographic variables.	Supported
	H _{6a} : Intention to purchase green products differs according to gender.	Supported
	H _{6b} : Intention to purchase green products differs according to age.	Rejected
	H _{6c} : Intention to purchase green products differs according to education level.	Rejected
	H _{6d} : Intention to purchase green products differs according to monthly income.	Rejected

5. Conclusions and Discussion

Visible environmental pollution has emerged in the world due to reasons such as the rapid increase in industrialization, technological advances, unconscious consumption of natural resources, and population growth. Since the existence of humanity, nature and humans have been and must be intertwined. Since all kinds of problems related to nature directly affect humanity, people are as concerned about the future as they are today. Although studies on nature sensitivity and green production are among the important issues in the world, they are not at the desired level because the public and institutions do not have sufficient information.

Rapid change and transformation with globalization and technology has changed the purchasing behavior of consumers. When consumers decide to purchase a product, they evaluate the alternatives and purchase the product accordingly. Businesses develop strategies that prioritize consumers in order to

increase their profits and move their business forward. Providing the necessary information to society, institutions and organizations will enable them to significantly reduce environmental problems. Companies have a significant share in environmental problems, and companies that focus on the environment in their production strategies will be effective in protecting the environment and will achieve the success they desire.

It is known that the perspectives of both consumers and businesses towards environmentally friendly goods and services have changed in order to adapt to the changing climate and for a sustainable life. This situation brings with it concepts such as "green" product, consumer, business, and marketing. Consumers' demand for green products has led businesses to change their activities in terms of producing green products. Especially with the increase in green literacy, consumers have begun to prefer products and even businesses that have recyclable packaging and do not harm the environment in the production and distribution

stages. This change has directed businesses to minimize the damage they cause to the environment in their activities and products. Thus, environmental awareness and sensitivity of both consumers and businesses will increase.

Businesses often use green advertising to promote their environmentally friendly products or services. Green advertising on behalf of both businesses and consumers show that a product or service is environmentally friendly, encouraging environmentally focused consumption behavior and appealing to the demands and needs of green consumers. In this study, the green product placement dimension that can be considered within green advertisements is discussed. Today, product placements are an important communication language used by advertisers and institutions in the process of promoting their products/brands, with a history of use of more than 100 years. When historical dimensions of product placement strategies used as marketing tactics are examined, they have continued their development through the communication channels they are affiliated with.

Product placement focuses on the customer's perception, introducing the relevant product in a natural environment and creating positive opinions about the product. In fact, what is intended to be done is to motivate the consumer to purchase the product through more legitimate means, rather than through messages that may seem unpleasant. Product placement applications can be implemented in many media. One of the media used is TV series. The fact that the cost of product placement is less than traditional advertising is a great opportunity for the TV series industry. Product placements in TV series provide great convenience to producers and advertisers. The product placement model can be seen as an efficient model in terms of both generating income directly and reducing the increasing construction costs by providing the materials used in the construction process without paying any money. Nowadays, with the increasing use of TV series in product placement applications, these channels have been gaining more

importance and thus brands are now appearing in this medium more frequently. As a result, brands manage to show themselves to the audience within the program flow. Therefore, people who encounter the brand have the right to have an opinion and comment on product placement practices. People's perspectives on product placement have been a matter of curiosity and it is observed that research on this issue has been done and is still being done.

Many studies have been conducted on the effectiveness of product placement applications. These are generally on consumer attitudes towards the product placement application (Schmoll et al., 2006; Jin & Villegas, 2007; Homer, 2009; Guido et al., 2010; Sariyer, 2005; Akkan, 2015) their level of recall of the placed products (Der Waldt et al., 2007; Argan et al., 2007; Yıldırım, 2018) or their purchasing tendencies towards the placed product (Hackley & Szmıgın, 2005; Alagöz & Güler, 2018; Dündar & Çoban, 2020) These are generally associated with consumer attitudes (Tilikidou & Delistavrou, 2001); demographic differences (Gilg et al., 2005; Lee, 2008) environmental awareness (Diamantopoulos et al. 2003; Fraj & Martinez, 2007; Chekima et al., 2015; Çabuk & Nakıbođlu, 2003) and green advertising (Sabır et al., 2014; Ahamat et al., 2018) towards green product purchasing behavior. Within the scope of this research, consumer attitudes towards green product placement are focused on. Similarly, there are many studies in the literature on green product purchasing behavior. Considering the demographic variables, it was observed in this study that only the gender factor showed a positive attitude towards green product placement, similar to other studies. All of the other findings obtained differ from other studies in the literature.

As a result of the analysis of the data obtained within the scope of the research, it has been concluded that among the factors that constitute the attitude variable towards green product placement, the reality factor has the most statistical effect on the intention to purchase green products. According to the results, it can be stated that if consumers develop the idea that

there is an environmentally friendly product/brand that they frequently encounter in TV series and that is embedded in their subconscious with environmental messages, their purchasing intentions are also positively affected.

In this study, it can be concluded that consumers prefer to see real branded green products on the screen, placed in a way that does not disrupt the harmony of the series, without losing the sense of reality. When green products appear on the scene with broadcast content that suits their characteristics, it can be concluded that the reality that is intended to be given to the consumer occurs spontaneously and positively affects the consumer's purchasing intention. In terms of marketing strategy; it can be said that it will be beneficial for businesses to choose publication content that is compatible with green product features in product placement applications in terms of promotional activities.

After the reality dimension, it can be concluded that the reaction to advertising dimension also has an effect on the intention to purchase green products. While consumers show a negative attitude towards classic advertisements that convey commercial messages and exhibit avoidance behavior; it was concluded that they were not disturbed when they encountered a green product placement practice that did not break away from reality and was not too conspicuous. In this respect, it can be said that businesses placing green products/brands in the relevant publication content in a way that is not too conspicuous and does not create the perception of commercial advertising will have a positive impact on consumer purchasing intention.

Another finding obtained within the scope of the study is related to the fact that supervisory activities such as legal regulation of product placement, setting age limits and partial or complete prohibition of harmful anti-green products may have a statistical effect on consumer purchasing intention. Consumers think that the practice of product placement should be legally regulated. In this respect, the state may take supportive policies and measures

such as setting age limits or restrictions for harmful anti-green products. In addition, it can be stated that if awareness is raised with environmentally friendly product placement messages, the consumer's intention to purchase green products will also be positive.

Within the scope of the study, when the attitude towards green product placement and the intention to purchase green products are analyzed based on demographic variables; it was concluded that female have more positive attitudes than male. Female are more sensitive to nature and the environment than male. At the same time; they play a more active role in researching and purchasing products such as food, cleaning, and clothing. In this respect, if a female notices a green product featured in a TV series and knows its environmental benefits, it may be possible to convert this into purchasing intention. When evaluated in terms of marketing strategy; it can be stated that it would be beneficial for businesses that produce green products to include more product placement strategies in TV series or programs aimed at female. Demographic characteristics such as age, education level and monthly income variables were also analyzed in terms of consumer attitude towards green product placement and intention to purchase green products. It was concluded that these variables did not show a significant difference on attitude and purchase intention.

6. Limitations and Future Studies

There are limitations in terms of method, number of data and time. A survey was conducted on a total of 402 people who watch TV series and are over the age of 18. In order for the data obtained to be more valid and reliable; it may be recommended that future research be conducted with more participants. In addition, the relationship between attitude towards green product placement and purchase intention was evaluated only on people who watched TV series. Conducting research on different platforms such as movies and internet series can also contribute to the literature. In the research, some occupational groups were not added to demographic variables. In this respect, it may be

suggested to investigate the relationship between attitude towards green product placement and intention to purchase green products through other demographic variables.

7. Statement of Research and Publication

Ethics

This research was conducted in accordance with the rules of scientific research and publication ethics. The scales used in this research were applied taking into account the approval dated 28.03.2022 and numbered 194 given by the Scientific Research and Publication Ethics Board of Istanbul Beykent University for Social Sciences and Humanities.

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8. Authors' Contribution Rates to the Article

This study was prepared by Assoc. Prof. Dr. Dilaysu ÇINAR and Tuğçe ARICI. Both authors contributed to the literature review, field research and analysis.

9. Declaration of Interest

This research is not subject to any conflict of interest.

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